



Singapore Manufacturers'
Federation

Connect

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MICA (P) 008/02/2007 November/December 2007

The 10th Annual ECR Asia Pacific Conference & Exhibition 2007

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Business Visit: The
Iskandar Development
Region (IDR)



FMCG Sector - Opportunities
and Challenges



SEMICON Taiwan





When I needed know-how to expand into overseas markets

My iadvisor showed me how

Q: I would like to expand my outsourcing business to China, and I need a low cost solution. What would you recommend?

A: The solution would differ according to the nature of your activities. The type of activities can generally be classified into two different types:

I) Sourcing, distribution and exporting OR II) Manufacturing

For type (I) businesses, we would suggest you set up a Representative Office (RO) for the following reasons:

- No Registered Capital required
- Low incorporation costs
- Short incorporation procedures

For type (II) businesses, you can set up a Wholly-owned Foreign Enterprise (WFOE) or find an Original Equipment Manufacturer (OEM) for contract manufacturing. Setting up a WFOE will require commitment of a certain amount of Registered Capital.

Answer provided by iadvisor, SBA Stone Forest Corporate Advisory (Shanghai) Co. Ltd.

Q: Are there any import duties for ready-to-drink (RTD) beverages from Singapore to Jakarta and China to Jakarta?

A: Regardless of the origin of export, the Indonesian importer would require an import licence from the relevant "Food and Drug Administration Authority". The percentage of import duties depends on the specific content of the RTD product.

For non-alcoholic RTD products, the duty is either 5% or 10% depending on its ingredients (i.e. Brix value) while for alcoholic RTD products, the expected duties are 40% for beer, 150% for sparkling wine or 90% for RTD products with alcohol content not exceeding 15%. On top of the import duties, alcoholic RTD products will be subjected to a luxury tax of 40%.

Answers provided by iadvisor, DHL Express.

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Editor's Message

Dear Sma members

Last year's GDP statistics revealed that the overall manufacturing value was 28% of the Singapore's GDP contributions. Our manufacturing prowess was again evident with our global market leadership positions from offshore oil-rigs to hard disk media and even in semi-con wafer.

While Singapore may be actively exploring many other potentially strong-growth industries, there is still no doubt that our manufacturing sector continues to be pivotal in contributing to Singapore's economic success.

Given this backdrop, it is imperative that Sma will continue to provide top-notch services to support not just our members, but to the manufacturing community in Singapore as a whole!

Following my message in the last issue whereby we invited members to contribute articles or any contents for knowledge-sharing purposes. I am pleased to announce that we had received very good responses!

In this issue of CONNECT, we will introduced several articles contributed by our members. Hence I would like to take this opportunity to thank our members for their contributions in this issue.

On another note, the Research & Corporate Communications Division had recently completed our members' needs survey. The details of the findings have been posted online in Sma's website for your viewing.

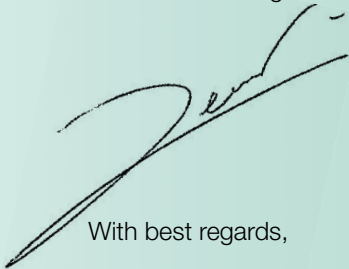
Furthermore, we have added new useful features in the website for our members under our "Sma publications" webpage. They are:

- Manufacturing News Briefs- compilation of news reports from Singapore and all over the world that is manufacturing-related.
- Manufacturing Sector Report- monthly manufacturing performance index for Singapore.
- Business Expectations Report- the business expectations of the manufacturing sector for 4th Quarter 2007.

With so much more to read, we sincerely hope you will find all these new additions helpful and informative.

Last, but not the least, remember to keep those stories coming!

With Warmest regards

A handwritten signature in black ink, appearing to read 'Dennis Ng', with a long, sweeping underline.

With best regards,

Dennis Ng
Chief Editor

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2006 - 2008

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News In Brief

ICRON delivers two aerospace MRO systems in Singapore



ICRON Technologies delivered Singapore's first Advanced Planning & Scheduling (APS) systems in Singapore Aero Engine Servicing Limited (SAESL) covering Aero Engine Module Repair Scheduling and Component Repair Scheduling in September this year.

ICRON's world-leading APS was chosen to sequence and smooth plant operations, improve production efficiency, increase available plant capacity and provide more reliable delivery forecasting.

SAESL is the centre of excellence for Rolls-Royce Trent aero engine maintenance, repair and overhaul (MRO). Located adjacent to Singapore's Changi International Airport and serving Trent operators worldwide, SAESL has a turn-around capacity of around 200 engines per annum.

Tapping on the 'silver hair industry'

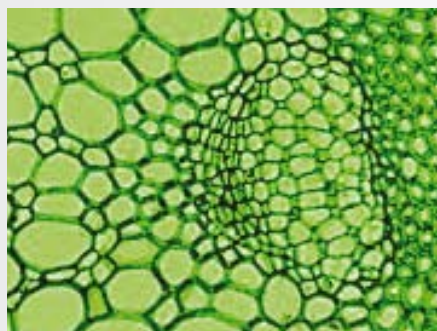
A research by MasterCard found that consumer spending by baby boomers in Singapore, Hong Kong, Taiwan, South Korea, India and China is projected to rocket from US\$228 billion (S\$334 billion) in 2005 to US\$616 billion by 2015.

Known as the 'silver hair industry', the Government is making an ambitious play for a slice of this market and part of its initiative is organising an exhibition in January next year.

This exhibition will not only showcase 'silver' products and services, but will feature with an industry conference with distinguished speakers ranging from a Nobel laureate to Minister Mentor Lee Kuan Yew.

S'pore towards being a bio-science hub

The Government is launching a re-skilling programme next year to ensure that the 1,150 positions at five upcoming biologic plants in Singapore will be filled when they come online between 2009 and 2012.



Biologics, touted as the 'next big thing' in the pharmaceutical sector, is medicines made up of large, complex molecules such as proteins. Singapore is set to become a key global production site of these new drugs with US\$1.64 billion worth of facilities being built here.



This pre-empt move comes after Swiss drug giant Novartis had announced plans to invest in a US\$700 million (S\$1.02 billion) biologic plant in Singapore.

Norwegian solar energy firm to invest S\$ 6.27 billion in S'pore

A NORWEGIAN solar energy company-Renewable Energy Corporation (REC) announced plans to invest more than 3.0 billion euro (S\$ 6.27 billion) building a manufacturing plant in Singapore to produce solar wafers, cells and modules.

Envisaged as the world's largest fully integrated solar manufacturing complex, the total investment in this site is estimated to exceed 3.0 billion euro. They are

expecting to recruit approximately 3,000 employees.

Singapore's Manufacturing Receives Boost

The Government and the precision engineering industry recently launched a joint effort called the Precision Engineering Manpower Initiative in October.

Its aim: To train 2,000 PE engineers who play a key manufacturing role by investing \$76 million.

This would be spent over the next five years to train 2,000 such engineers in order to support the growth of manufacturing for a long time.

This joint effort consists of two programmes:

- To give scholarships to polytechnic students for a 3-year Diploma course in PE
- To fund PE workers for a 5-year part-time course to upgrade them to specialists

S'pore Manufacturers Upbeat on Business Prospects

In a survey conducted by EDB, it found that the manufacturing sector in Singapore remains positive in the business situation for the coming months ahead till end March 2008.

The survey which received 94 per cent responses from the 394 manufacturers contacted, collected 32 per cent whom expected better conditions, while 7 per cent predicted deterioration.

The result is a net weighted balance of 25 per cent of manufacturers expecting business conditions to improve, which is similar to the 22 per cent recorded in the previous quarter. These positive sentiments are led by the electronics and transport engineering clusters.

According to the Government's preliminary estimates, Singapore trade-independent economy grew at an annualised 6.4 per cent in the 3rd quarter, slower than the 14.4 per cent in the 3rd quarter, which was its fastest clip in two years.

RISING TO THE CHALLENGE - SINGAPORE'S FUTURE AS A MANUFACTURING HUB



Article contributed by
DP Information Group
(www.dpgroup.sg)

While Singapore is actively exploring growth industries such as biotechnology, the mainstay of the Singapore economy continues to be manufacturing. There is no doubt that the manufacturing sector has been pivotal in contributing to Singapore's economic success, and continues its growth. In 2Q2006, the sector registered a quarter-on-quarter Gross Domestic Product (GDP) growth of 10.5%, following a strong year-on-year GDP growth of 9.0% posted in 2005¹.

According to the 2005 Economic Survey of Singapore released by the Ministry of Trade and Industry (MTI), the manufacturing sector attracted \$8.5 billion of fixed assets investment commitments in 2005, surpassing the \$8.3 billion in the previous year. This demonstrates Singapore's attractiveness and competitiveness as a hub for the full chain of manufacturing activities.

However, the manufacturing sector continues to face fierce competition from low-cost countries such as China and India. Singapore responded to this challenge by expanding its network of international agreements and intensifying its investments in technology and innovation.

So how successful has Singapore's manufacturing sector been in rising to the face up to growing international competition?

An analysis of this year's Fastest Growing 50 (FG50) ranking indicates that the local manufacturing sector is gathering strength. The FG50 is an annual initiative by DP Information Group (DP Info) which recognises the top profit-making companies with at least 10% compounded annual growth rate (sales/turnover) for the last three financial years. Qualifying companies are then ranked according to their three-year CAGR and the top 50 are recognized with the FG50 Award.

This year's FG50 list saw a dramatic increase in the number of manufacturing companies that qualified - 48 compared to just 25 last year or 30% compared to 22% last year. Nearly half of all the 2007 FG50 manufacturing firms are listed on the Singapore Exchange.

One listed company that is seizing the growing opportunities in the electronic segment is first-time winner Europtronic Group Ltd ("Europtronic"). Emerging 12th in this year FG50 winners list, Europtronic identified the shift in global demand towards high-tech storage devices and mobile phones, making a concerted effort to target the telecommunications industry,

Meiban Group Ltd, also a first-time winner of the FG50 certification, ranked 14th in the line up. With turnover growth of 71.9% (FY04) from the manufacturing and sale of plastics molding and related products, and with the development of additional manufacturing facilities in Malaysia and China, Meiban Group Ltd has steadily grown its manufacturing and production capacity.

With buoyant demand for metals, Lee Metal Group Ltd has performed particularly well with its steel merchandising division generating a turnover of \$626.9 million, contributing 90.8% to the group's total

COMPANY	CAGR RANKING	3-YEAR CAGR	INDUSTRY
EUROPTRONIC GROUP LTD	12	109.0%	MFG - ELECTRICAL / ELECTRONIC PRODUCTS
MEIBAN GROUP LTD	14	102.3%	MFG - RUBBER / PLASTIC
LEE METAL GROUP LTD	48	57.3%	MFG - METAL / FABRICATED METAL

Table 1: "Fastest Growing 50" 2006 Ranked Manufacturing companies that are SESDAQ listed

which is a growing segment the company previously did not leverage on.

Europtronic won the accounts of the leading manufacturers in the Chinese mobile phone market and has since strengthened its Asian presence, securing wins with global players to supply products such as connectors for MP3 players.

Standing impressively in the 25th position, Hi-P International Limited has made the FG50 list for three years in a row. A leading supplier of electro-mechanical modules to the telecommunications, consumer electronics and computing industries, the company has benefited from the optimistic outlook in the electronic segment as global demand continues to rise.

revenue. Profits from operations before interest and tax, from this division, also grew 69.4% in FY2004 to \$10.5 million in FY2005.

According to figures released by the Economic Development Board, The Survey of Business Expectations of the Manufacturing Sector in 2Q2006 has continued to provide positive sentiment with 26% of manufacturers expecting business conditions to improve - higher than the 15% recorded one quarter ago.

With a supportive government, strong physical and regulatory infrastructure and strong science and technology capabilities, Singapore is well on its way to being the region's premier manufacturing hub.

- CONNECT

Business Visit: The Iskandar Development Region (IDR)

By Roy Chan

Iskandar Development Region (IDR) is a special economic zone located in Johor. The southern-most state of Malaysia has been drawing a lot of interest especially with Singaporean businessmen. CONNECT covers the story on a recent visit to IDR and shares some quick facts on the IDR.

With the Iskandar Development Region (IDR) billed as the next big thing for business opportunities across our Singapore shores, Singapore Manufacturers' Federation (SMA) and Federation of Malaysian Manufacturers (FMM) with the support of Singapore International Chamber of Commerce (SICC) jointly organised a one-day business visit to the IDR on 10 September 2007.



^ Presentations providing participants with an overview of the IDR project

The objectives of this visit were to present members with:

- a better understanding of the IDR through its concept, structure and incentives
- more insights through a visit to the Southern Industrial and Logistics Clusters (SILC)
- opportunities in Port Tanjung Pelepas (PTP)

Authorities from the Iskandar Regional Development Authority (IRDA), SILC and PTP presented our members with the latest and future developmental plans and projects that were underway in the IDR.



^ Participants networking with one another



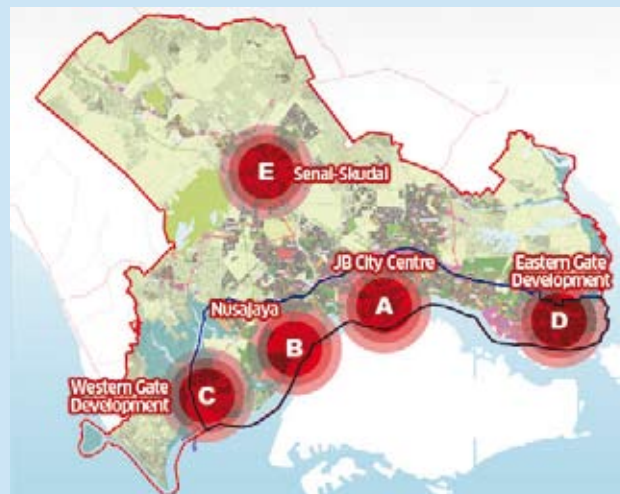
^ Participants overlooking the proposed Puteri Harbour during the site visit

Visits to the SILC, PTP, Puteri Harbour and the Johor State New Administrative Centre (JSNAC) of the IDR were arranged for our members to have an actual view of the progress of its development.

Overall, interest towards the IDR is high among our members as this trip received an overwhelming response of 75 participants whom benefited from the development insights of this project.

For more information about the IDR, please visit their official website <http://www.idr.com.my>. - CONNECT

Some quick facts on the IDR



Land Size

- IDR covers a land size of 2,217 sq. km.
- 3 times the size of Singapore
- 48 times the size of Putrajaya

Population

- IDR is estimated to have a population of 1.35 million people or 43% of Johor's of 3.17 million residents. About 66% of the population is of working age.
- It comprises of Malays 48%; Chinese 36%; Indians 9% & foreigners 7%.

GDP

- Total IDR GDP is about USD 20 billion in 2005, 60% of Johor's total GDP of USD 33.4 billion.
- Current per capita GDP for IDR is about USD 14,790, it is higher than the Johor per capita GDP of USD 10,757 but half of Singapore's (about USD 30,000).
- Services and manufacturing sectors are the two main pillars of IDR's economy, but services dominate by contributing about USD 10 billion in IDR.
- Within the service sector, the wholesale and retail trade contributes 42%, the tourism and hospitality sector 17%, professional and other business 15%, transport and related industries 13%, medical and educational 7%, financial sector 7%.

Connecting with Singapore SMEs online

BuySingapore, Singapore's most comprehensive online business matching portal



International Enterprise (IE) Singapore, the trade promotion agency under the Ministry of Trade and Industry has launched an online business matching portal aimed to help Singapore's Small and Medium Enterprises (SMEs) connect with overseas companies.

Named BUYSingapore, this national initiative was launched in November 2006 with over 100,000 Singapore enterprises listed on it. Today, it also boasts more than 8,000 foreign members, making it one of the easiest and most effective e-platforms to locate a suitable business partner.

BuySingapore aims to facilitate the online business matching of local and foreign enterprises by allowing them to create and view company profiles, post trade leads and product catalogues spanning a wide range of industry sectors - from manufacturing

to electronics, food and lifestyle products to business services. Through an auto-matching mechanism, enterprises will be alerted of the appropriate matches, allowing foreign businesses to make the initial connection with Singapore SMEs.

Slated to be the city's single most comprehensive online business matching portal, Singapore's SMEs can be assured of finding suitable overseas business partners easily and quickly.

SMA members who are interested to become corporate members of BUYSingapore are entitled to a 20% discount off the annual membership fee of S\$250 (excluding GST). Simply log onto www.buysingapore.com and enter the promotion code: BSGSMA2088 to qualify for the discounted rate. Promotion ends December 2007.

The 10th Annual ECR Asia Pacific Conference & Exhibition 2007

By Andrew Ong

The 10th Annual

ECR Asia Pacific Conference & Exhibition



Enhancing the Consumer Value

Raffles City Convention Centre | Swissotel, Singapore
22-24 October 2007



Co-Chair of ECR Asia Pacific Council, Mr Barron Witherspoon presenting Minister Lim Hng Kiang his token of appreciation

Touted as Asia's largest gathering for all of elite ECR practitioners, the 10th ECR Asia Pacific Conference was organised by ECR Singapore Council, GS1 Singapore, ECR Asia Pacific Council and Singapore Manufacturers' Federation (SMA). It was officially launched by Guest-of-Honour, Minister for Trade & Industry, Mr Lim Hng Kiang.

On 23 and 24 October 2007 at the Raffles City Convention Centre, the 10th Annual Asia Pacific ECR Conference and Exhibition was held. It brought more than 480 Efficient Consumer Response (ECR) experts and practitioners from USA, Europe and Asia where they presented and discussed issues on strategic operations and technology that will bring about a vital dimensional transition for global trade.

This year's theme- "Enhancing The Consumer Value" was chosen in view of the phenomenal development of ECR in Asia. The ECR growth has seen more than 10 countries in Asia including Singapore adopting ECR. Other participating countries included China, India, Vietnam, Thailand, Taiwan, Malaysia, Indonesia, Philippines, South Korea and Hong Kong.

Proudly supported by government bodies such as the IE Singapore, SPRING Singapore, IDA Singapore, ITSC, CASE, Singapore Retailers Association (SRA), Singapore Exhibition & Convention Bureau and Spartan Auto-ID Specialist, it was also sponsored by corporate organisations like Accenture, IBM, L'OREAL, Loscam, Unilever, Chep, LHT and KAO. - CONNECT



^ Co-Chair of ECR Singapore, Mr David Lim explaining to Minister Lim Hng Kiang on some of the ECR concepts at a product booth



^ The exhibition hall at full display at the Raffles City Convention Hall



^ From left: SMa President, Mr Edwin Khew, Co-Chair of ECR Singapore, Mr David Lim, Minister for Trade & Industry, Mr Lim Hng Kiang, Co-Chair of ECR Asia Pacific Council, Mr Barron Witherspoon and Executive Director of GS1 Singapore & ECR Singapore, Mr Tan Jin Soon officiated the opening of the ECR Conference.

About ECR (<http://www.ecrasia.com/>)

ECR is a voluntary supplier-retailer initiative that serves to fulfil consumer needs better, faster and at lower cost. It does so through enhanced product demand and category management such as improvements in shelf layout, assortment, pricing, promotions, new product introductions and offerings.

Companies that adopt ECR will benefit from improvement in service levels, on-time delivery, shorter lead time, and more accurate invoicing. A study commissioned by ECR Europe Academic Partnership and IBM Global Business Services estimated that full adoption of ECR will improve sales by 5% as a result of increased customer satisfaction and loyalty. Besides Singapore, over 40 other countries are adopting ECR practices.

FMCG Sector - Opportunities and Challenges



At the 10th Annual ECR Asia Pacific Conference & Exhibition on 23 October 2007, Minister for Trade & Industry, Mr Lim Hng Kiang highlighted in his opening speech the developments of ECR in Singapore and how it will meet the demands of a growing Fast Moving Consumers Goods (FMCG) industry. Here is the reproduction of his speech.

We all know that Asia Pacific's rapid economic growth has far outstripped those in other regions and is driving robust expansion in the FMCG sector. Markets - such as those in China and India - are opening up and growing rapidly, complemented by favourable demographic and social trends.

Along with the rising middle class, a new breed of global consumers has emerged. These consumers are highly conscious of global market trends. They possess sophisticated tastes, demand greater variety of choices in their purchase and expect high level services customised to their needs. The demands from this emerging consumer

segment have spurred much innovation and vibrancy within the retail industry.

Accompanying these opportunities are challenges which retailers in the FMCG industry need to address very quickly. The mismatch of supply and demand of goods often leads to out-of-stock situations, resulting in customer dissatisfaction and higher supply chain costs. Lack of knowledge about best practices in supply chain management has also resulted in shrinkage or stock loss, especially in new expanding markets. In addition, the rising customisation needs of the global consumers are beginning to strain FMCG supply chains.

Importance of ECR

To capitalise on these exciting regional business opportunities and address the challenges ahead, FMCG companies today are adopting ECR best practices to improve their supply chain operations and enhance customer satisfaction.

I understand that ECR practices have already been adopted in over 40 countries worldwide, including Singapore. ECR is

a voluntary supplier-retailer initiative that serves to fulfill consumer needs better, faster and at lower cost. It does so through enhanced demand and category management, such as improvements in shelf layout, assortment, pricing, promotions, new product introductions and new offerings. Companies that adopt ECR benefit from increased service levels, on-time delivery, shorter lead time, and more accurate invoicing. A study¹ commissioned by ECR Europe Academic Partnership and IBM Global Business Services estimated that full adoption of ECR will improve sales by 5% as a result of increased customer satisfaction and loyalty.

Many of the largest international companies today have established dedicated sourcing operations in the Asia-Pacific and made supply chain efficiencies central to their overall strategy. As a result, the Asia-Pacific now plays a major role in the sourcing of almost every category of consumer goods.

ECR Asia, which showcases the latest ECR initiatives for the FMCG retailing industry,

1 Source: The Case For ECR: A review and outlook of continuous ECR adoption in Western Europe by ECR Europe Academic Partnership and IBM Global Business Services.

will shorten the industry learning curve to meet consumer demands. ECR is currently adopted in more than 10 countries in the Asia Pacific and will certainly grow further, fuelled by the rapid growth of this region's FMCG industry.

Singapore's approach and experience in ECR

In Singapore, the FMCG sector is also burgeoning. Retail revenue is currently more than \$19 billion and growing at 3 to 5% annually. Many FMCG companies that play a regional headquarters role have successfully implemented various ECR initiatives. These include Haw Par, Super Coffeemix, Sime Darby and Khong Guan Biscuits.

To further support the industry's adoption of ECR, the government, in collaboration with the industry, has adopted a three-pronged approach: (1) Development and implementation of standards to improve supply-chain efficiencies; (2) clustering to realise the benefits of better integrated supply-chains; (3) and strengthening the infrastructure to support ECR efforts.

Allow me to elaborate.

1. Industry-led standards

SPRING Singapore collaborates with ECR Singapore to facilitate the development and implementation of industry-led national standards. Examples of recent collaborations include the successful implementation of the Standard on Cold Chain Management of Milk and Dairy Products, and later of Chilled Pork to improve freshness, taste and quality. More recently in September, the Cold Chain Management Standard was launched for vegetables, to improve quality and productivity, as well as enable regional sourcing. The National Standards Working Group which developed these standards, is now working with SPRING Singapore and major supermarkets to implement them.

2. Cluster approach

The cluster approach will enable more benefits to be realised through integration of the supply chain. One example is the implementation of electronic procurement to address out-of-stock issues and enable FMCG companies to apply Continuous Planning, Forecasting and Replenishment. Local supermarket Sheng Siong, for example, with the support of SPRING



Minister Lim making his friendly tour of the exhibition

Singapore has linked up with its key suppliers to improve inventory control using the Electronic Business eXtensible Markup Language or EBXML standard. This has enhanced the company's orders, deliveries and productivity. Since the last ECR Asia conference held here in 2002, the majority of the FMCG industry in Singapore has adopted the e-business standard.

3. Enabling infrastructure

Technologies - such as EBXML and Radio Frequency Identification, or RFID - have become better and cheaper, and enabled the automation of procurement processes and consequently, increased visibility of stock movements. This has encouraged even more ECR applications.

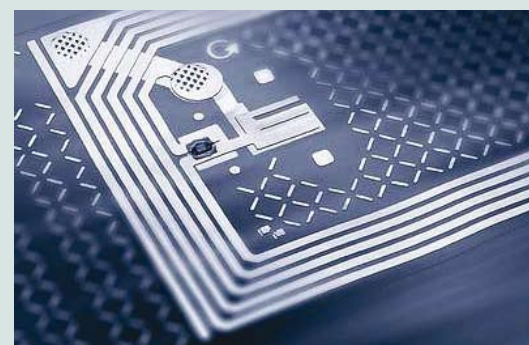
I understand that RFID technology is now moving from logistics and warehousing to the shop floor. Wal-Mart, for example, has adopted RFID technology to enhance the efficiency of its global distribution network. Closer to home, Samsung-Tesco in South Korea has implemented RFID successfully for warehousing and shopping carts. I am told that their tag trolleys gather information on customers' movements, especially in hypermarkets, to help shoppers find products more easily and improve traffic flow.

On the local front, I am heartened to note LHT Holdings Ltd has implemented RFID to help cut manpower costs and time spent tracking their pallets. I will leave it to LHT to elaborate on their project later this afternoon at this conference.

With the success of RFID application

locally and overseas, I hope to soon see more of such applications implemented in our stores as well. I urge you to seriously consider this as it would not only improve your operational efficiency but also enhance the image of your company as an early adopter of technology. Interested companies can approach Singapore's National RFID Centre, a multi-agency initiative set up last year involving the Agency for Science Technology and Research, SPRING Singapore; Economic Development Board and Infocomm Development Authority of Singapore. The centre provides a platform for our businesses to reap the financial benefits of implementing an RFID system to track, trace and control their stocks.

To conclude, ECR is an important competitive strategy for the evolving FMCG industry as it reduces costs and time. Regional fora such as the ECR Asia provide enterprises, especially SMEs, unique opportunities to learn best practices and gain knowledge of markets. I strongly encourage our SMEs to tap on the new technologies and the latest developments to become more profitable and competitive. - CONNECT



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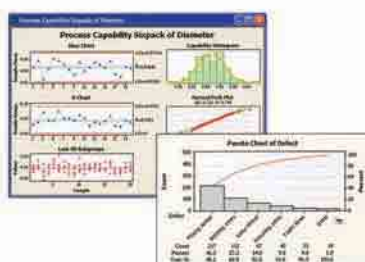
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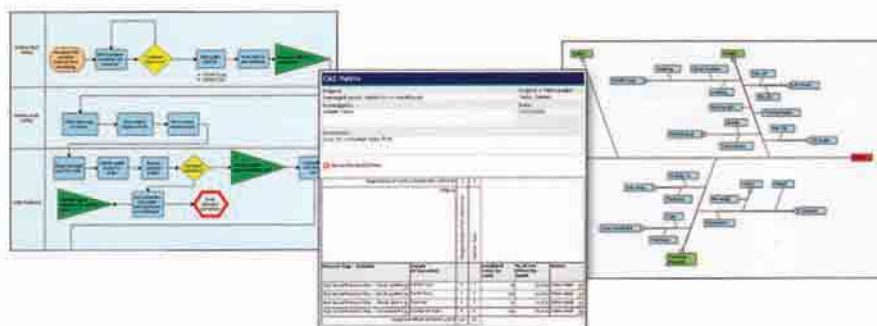
Let's face it – standard office software wasn't designed for Six Sigma projects. The need to retype information in multiple places and spending too much time on routine tasks could require its own quality improvement project. Why do it?

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CALIPER Profile: A Cutting Edge HR Tool!

By Andrew Ong

The CALIPER Profile is a well-known personality assessment tool that has been used extensively for more than 45 years in the USA. How does the CALIPER Profile stand out from the other personality assessment tools in the market? The Research & Corporate Communication Division of SMA finds out.

Originating from Princeton, New Jersey, the CALIPER Profile is a high-resolution personality assessment instrument that offers cutting edge human resource solutions in hiring/selection, teambuilding, employee development and organisational development.

It has been extensively employed as the HR assessment instrument of choice since 1961 by more than 29,000 companies on over 2.5 million people in 27 languages across 31 countries. The CALIPER Profile's impressive effectiveness has been featured in the Harvard Business Review, New York Times, BBC and closer to home, on Channel News Asia.

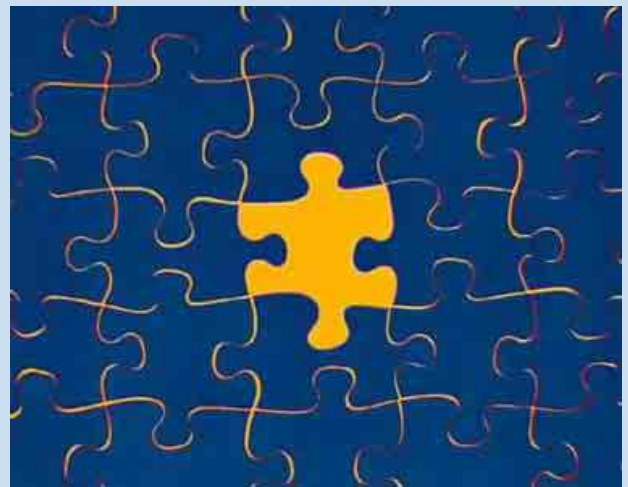
Why use the CALIPER?

The CALIPER Profile is an advanced personality assessment instrument that is far superior to many other popular tools on the market. Often, such tools merely indicate what personality types we are, but do not specifically identify and measure the traits that we have.

Not only does the CALIPER Profile objectively measure the individual's 29 intrinsic traits (such as assertiveness, accommodation, empathy, openness, ego-drive etc.), it also has the ability to present how strongly we exhibit those traits (when benchmarked against CALIPER's database of 2.5 million people).

An individual's work behaviours and competencies are partly an expression of their intrinsic traits. Based on over 45 years of rigorous scientific research on traits/motivations and work behaviours, the CALIPER Profile is able to accurately predict and describe the individual's effectiveness in a whole range of behaviours such as selling, closing, vision casting, listening, abstract analysing, strategic thinking, project managing, rapport building, negotiating etc.

By looking at the individual's CALIPER Profile, CALIPER consultants can, for example, offer specific feedback for employee development or give recommendations on the individual's degree of job-match in the case of hiring.



Having the CALIPER Edge

In Singapore where corporate organisations and government bodies are constantly vying for talents and finding the right people, the CALIPER Profile will most definitely provide an edge.

The local offices of many MNCs from industries ranging from engineering to retail have already recognised - and are taking advantage of - this reliable method of determining a person's traits, motivations, behavioural strengths and developmental areas in order to ascertain their suitability for a particular role, which leads to savings that come with improved recruitment decisions - e.g. in agency fees, training costs, valuable management time, opportunity costs, etc

Alan Tea, the managing director of Decus Consulting Pte Ltd (www.decus.com.sg), is an accredited CALIPER consultant and he firmly believes that the CALIPER Profile "is not only effective in hiring the right person for the right position to achieve optimum performance, it is also highly capable of identifying specific areas for developmental growth in existing staff, thus providing a robust and objective basis for other interventions such as 360_ assessments, teambuilding and even, organisational development initiatives."

With its ability to provide HR insights, the CALIPER Profile is also invaluable for use in developmental programmes where the Profile becomes an additional source of data on future potential as well as current training needs. - CONNECT

The HALT Technique for Product Reliability

Articles contributed by Ops A La Carte
(www.opsalacarte.com)

During Pb-free transition for products, how do manufacturers determine whether their Pb-free products are as robust and reliable as before (Pb products)? HALT is a practical technique that is used to stress the products to failure, improve the design through failure analysis & corrective action and widen up the operating margin.

Introduction

With RoHS Directive coming into effects from July 1, 2006, manufacturers have been actively selecting and qualifying materials (Lead-free) for components, components for modules assembly and parts for products assembly.

Manufacturers must ensure that the reliability of the components, modules and products are still achieving the similar level of reliability or better. Lower reliability than predecessor is unlikely to be acceptable and you face the risk of losing customers.

In the electronic industry and institutes, researchers and engineers have brought up the level of reliability for components tremendously over the years with the right selection of lead-free solder and good controlling of high reflow soldering temperature.

During Pb-free transition for components or parts built into modules or products, many areas of risks (potential failures) have to be understood and considered carefully; otherwise the risks can result in poor reliability of the product.

Once we understand the risks, we can then redesign the product to eliminate or minimise the risks occurring.

HALT is one of the best reliability test techniques that can assure that the transition has been accomplished successfully from the perspective of Reliability.

Highly Accelerated Life Testing (HALT)

HALT is a process of improving the reliability of a product in a very short period of time by gradually increasing stresses until the product fails. HALT's are good for finding the design weaknesses and can be performed in both modules and systems.

HALT is designed to uncover the latent defects in the product design and component selection that would not otherwise be found through conventional qualification methods. The process subjects a test product to progressively higher stress levels, incorporating environmental stresses such as temperature and vibration, electrical stresses such as voltage margining and load variation, along with combinations of each of these stresses, to precipitate inherent defects.

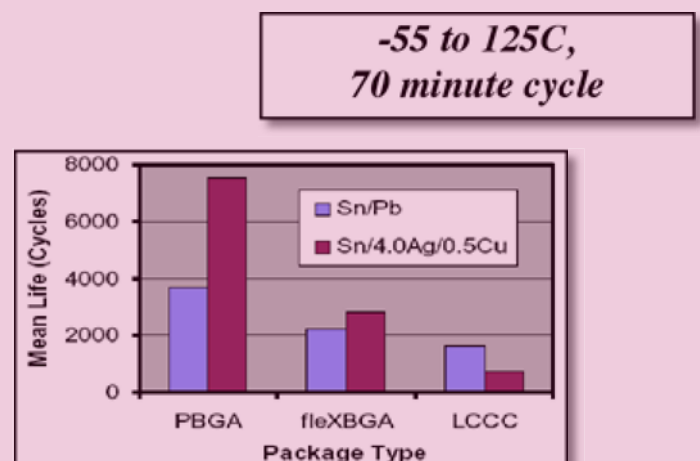
An essential component of HALT is root cause analysis and the identification and implementation of corrective action to ensure the products integrity, thus increasing the its reliability and the

robustness of the design. Only by finding and fixing these weak areas of the product can we achieve margin improvement.

Risks from Temperature

Temperature Cycling can have a tremendous effect on the reliability of the Pb-free solder joint and, therefore, selection of the component packaging type is critical.

For example, component packages such as Leadless ceramic chip carriers are highly susceptible to solder joint fatigue and must not be selected for high performance and reliable product.



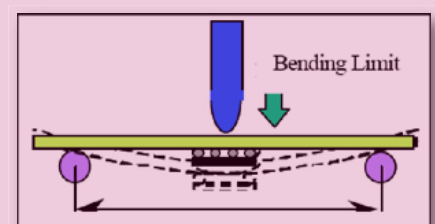
Risks from Mechanical Loading

(Effects of Board Flexing, Shock and Vibration)

- Post-reflow handling can have a significant effect or increase of risk of failure on the board during reflow. High temperature reflow profile can cause the board to warp. High warpage can result in breakage of the solder joints.

Some companies are moving to restrict board level strain from 1000 microstrain to 750 to 500.

- Shock and Drop can degrade the performance of the solder joint in which the plating on the board plays a critical role (SnNi



weaker than SnCu). Handheld products such as hand phones must take Shock and Drop tests into consideration.

- Vibration is another cause of failure of solder joint in which SnAgCu is worse under low cycle fatigue.

All products are subjected to vibration during transportation or at usage.

HALT for Pb-free Prototype Build

Prototypes are built to evaluate Pb-free impact on design and process.

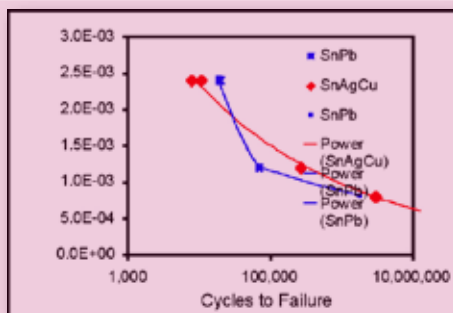
Materials and Process Selections are,

- Lead-free solder: SAC305 alloy, no clean
- Immersion Silver and RoHS-designed PCBs
- Max Reflow temperature: $\sim 255^{\circ}\text{C}$.

Failure Analysis for HALT failures

All modules are HALT tested to failure, inspected and cross-sectioned.

Failure analysis is conducted to provide corrective action and design changes to the product.



With design and process changes made, the product robustness can be achieved. Here are a few examples of failure analysis results.

- Cracked Solder Joint: BGA ball to BGA substrate



- Cracked traces to BGA pads- outer rows.



- BGA pads separated from PCB



Improvement based on Failure Analysis

Below are examples of changes that have been made as a result of failure analysis:

- Enhanced ICT (In-Circuit Test) Straub Test Process.
- Restricted choice of PCB laminates
- Widened BGA traces, tear-dropped pads where feasible.
- Restricted number and types of repair allowed
- Modify manufacturing processes

Conclusion

HALT is a valuable process and technique for both Pb and Pb-free products to expose the risks or weak points of the design so that the product can be redesigned to remove the risks.

Areas of risks must be studied and understood for different products and how these products are to be used.

SMa Gallery

“Global Warming & Environment Protection”

by DOHA Bank

Date: 6 September 2007
Venue: Ritz Carlton Hotel



Welcome address by Mr Sathyamurthy, Chief Representative, Doha Bank



Presentation by Mr. Seetharaman, Dy.CEO, Doha Bank

“Managing Accounts Receivables With An Understanding of Credit Assessment Tools”

by SMa-DP Corporate Centre

Date: 4 October 2007
Venue: EDC Auditorium



Speaker, Mr Erwan Rodjio presenting to participants



From L-R: Mr Simon Tay -Chairman of NEA, Mr Seetharaman, Dy.CEO of Doha Bank, Doha Bank invited speaker, Miss Kwa Kim Lee of LEE & LEE and SMa President, Mr Edwin Khew



Our happy participant smiling on (centre) during tea break



Participants seen here listening attentively

Date: 5 October 2007
Venue: EDC Auditorium

"Breaking the Last Brand Frontier"

by eGuide Singapore



branding consultant and international speaker, Mr Jerome Joseph sharing his expert views on the importance of branding



Sharing on the principles of internet marketing tools was Mr Francis Lim, Managing Director of eGuide Singapore Pte Ltd



SMA Council Member, Mr Simon Li and CEO of Feoso Oil (Singapore) Pte Ltd turning up for this informative event



Interested participants enquiring on eGuide's products and services

"Workplace Safety & Health Awards 2007 Presentation Ceremony"

by Workplace Safety and Health Advisory Committee (WSHAC)

Date: 12 October 2007

Venue: Grand Hyatt Hotel



One of the three winners of manufacturing category award is i-Safety team from The Polyolefin Company (Singapore) Pte Ltd. Represented by Mr Aw Y C (right)



Second winner, Safety First II team from Systems on Silicon Manufacturing Co. Pte Ltd represented by Mr Frankie Low



SMA Deputy President, Dr Moh Chong Tau sharing his support to our winners at the awards.



Mr Rajandran representing Maintenance team from Infineum Singapore Pte Ltd receiving the WSHi Award for Manufacturing category



From L-R: Mr Ong Pak Shoon, Executive Manager of Singapore Institution of Safety Officers, Mr Wong Choon Kin, General Manager of Spot Management Services Pte Ltd, Mr Birch Sio, SMA Council Member and MD of Concord Associates, Mr Lim Meng Wee, SMA Council Member and MD of SP Consulting (International) Pte Ltd, Ms Chan Ai Mun, Research & Corporate Communications Assistant Manager of SMA and Mr Dennis Ng, Research & Corporate Communications Director of SMA- A mix of the old and new faces of SMA's Environment, Health, Safety & Security Function Committee

Date: 18 October 2007
Venue: EDC Auditorium

“Reliability Integration Across the Product Life Cycle”

by Ops A La Carte LLC



Mr Mike Silverman, Managing Partner of Ops A La Carte LLC giving his presentation



Mr Silverman with another speaker answering participants' queries



An active participation from the audience



Mr Roger Tan, Business Line Manager of Atlas Copco addressing the audience

“How an Inefficient Compressed Air System can Affect Your Bottom Line”

by Atlas Copco (SEA) Pte Ltd

Date 25 October 2007
Venue: EDC Auditorium



More questions for Mr Roger Tan (left) from a participant



Networking time among a few of the participants

CosmoBeaute Indonesia 2007

By Cecilia Tham



^ Mr Masato Tajika of Sansho Cosmetics Int'l looking smart and ready for walk-in visitors



^ SMA member and regular exhibitor, Mr Edward Wong (centre) of Scanorient Pte Ltd



^ The walk-thru of the Singapore Pavilion



^ Aesthetics Marketing Asia, a new member of SMA, making its presence felt at the fair with their booth near the entrance of the exhibition hall

This year's well-recognised business-to-business trade fair for the cosmetics, beauty and hair-care industries - CosmoBeaute Indonesia 2007 was held at the Balai Kartini Exhibition Centre, Jakarta from 7 to 10 September 2007.

This trade fair event received a total of 260 companies from 25 countries including Singapore, and featured 80 per cent of the international beauty and hair brands.

SMA Federation led a total of 39 Singapore-based companies participating under the Singapore pavilion with the support by IE Singapore.

If you had missed this year's CosmoBeaute Indonesia 2007 and are interested in participating under the Singapore pavilion in the next trade fair, please do contact Ms Cecilia Tham at DID: 6826 3030 or email at ceciliatham@smafederation.org.sg - CONNECT

SEMICON® Taiwan 2007

By Pauly Tan



<<

The Singapore Pavilion standing proudly with Made-in-Singapore products

Now in its 12th year, the SEMICON Taiwan was a much awaited premier event as the largest semiconductor manufacturing trade fair for the Integrated Circuit (IC) community. It was held at the Taipei World Trade Centre in Taipei, Taiwan from 10 to 12 September 2007 and hosted 750 exhibitors.

This year's exposition was a vibrant reflection of the powerful momentum in local manufacturing as it attracted a host of the world's leading technology companies who design, develop, manufacture and supply the various technologies to manufacture the microelectronics that drive today's most sophisticated consumer and commercial electronic products.

SMA Federation with the support of IE Singapore led the Singapore Pavilion of seven Singapore-based companies. The Singapore team was mainly members from the Automated Technology Industry Group (ATIG).

This trade fair was organised by Semiconductor Equipment and Materials International (SEMI) - an organisation that has been serving the global semiconductor equipment, materials and flat panel display industries since its inception in 1970. To date, it has more than 200 members from around the world.

Interested parties who would like to participate in SEMICON Taiwan 2008, please contact Ms Pauly Tan at DID: 6826 3079 or email paulytan@smafederation.org.sg - CONNECT



^ Ivan Tan, CEO of Inspiraz Technology Pte Ltd introducing Wenade Technology's products to his client.



^ James Puk, MD of Island Optical Systems (S) Pte Ltd explaining his products to visitors

HOSPIMedica Thailand 2007: - “Look Towards the Future of Healthcare”

By Alice Tan

In view of the a burgeoning medical tourism in Thailand and the emergence of healthcare challenges of an ageing population, a third edition of the HOSPIMedica Thailand was organised from 12 to 14 September 2007.

This biennial trade fair event was organised by Messe Duesseldorf Asia and was held at the Queen Sirikit Convention Centre, Bangkok, Thailand. This year's edition updated the healthcare industry on the latest innovations and technological developments in hospitals, diagnostic, pharmaceutical, medical and rehabilitation equipment and supplies from 25 countries such as Austria, Belgium, China, Germany, South Korea, Singapore, Taiwan, UK and USA.

With the support of IE Singapore, SMA Federation led the Singapore Pavilion which comprised of 9 Singapore-based

companies. This was Singapore's second-year participation.

The aim of this event was to provide a direct access to the ASEAN region for these players in the healthcare sector whom were seeking to penetrate the Indochina markets of Thailand, Vietnam, Cambodia and Laos.

According to Mr Gernot Ringling, Managing Director of Messe Duesseldorf Asia, the number of exhibitors has seen an increase of 40% since its debut in 2003. This year saw a total number of 250 companies participating in the HOSPIMedica Thailand 2007.

The next HOSPIMedica Sydney and HOSPIMedica Asia are slated to be held from 13 to 15 May and 17 to 19 September 2008 in Australia and Singapore respectively.



^ ^ The Singapore Pavilion making Singapore's presence felt at the HOSPIMedica Thailand 2007

Interested parties who wish to participate under the Singapore Pavilion may contact Ms Alice Tan at DID: 6826 3016 or email: alicetan@smafederation.org.sg - CONNECT

LINKAGE 2007 VIETNAM MT & AI Saigon

By Pauly Tan

In a stretch of four days, the Linkage 2007 Vietnam MT & AI Saigon which was held in conjunction with EPM Vietnam 2007 & H2O Vietnam 2007 took place at the PIEC-Phu My Hung International Exhibition Center, Ho Chi Minh City, Vietnam from 18 to 21 October 2007.

This was to be the first for Singapore's participation in this trade fair which showcased one of the widest and largest ranges of metal cutting and forming machine tools, manufacturing system and control equipment, precision and optical equipment and factory automation. It was led by SMA Federation and supported by IE Singapore.

This 4-day trade fair was organised by Chan Chao International Co. Ltd, Ministry of Trade-Vietnam National Trade Fair, Advertising Joint-Stock Company and Yorkers Trade & Marketing Services Co. Ltd, and attracted 10,000 visitors for the 500 international exhibitors.



^ ^ The opening ceremony launched of Linkage Vietnam

Being an excellent platform for Singapore-based companies to identify potential business opportunities, invitation for next year's Linkage Vietnam 2008 is open for registration now!

For more information, please contact Pauly Tan at DID: 6826 3079 or email paulytan@smafederation.org.sg - CONNECT



^ ^ The SMA Federation & IE Singapore booth receiving several enquiries



^ ^ Index Precision Industries Pte Ltd demonstrating their products to the foreign delegates



^ ^ Mr David Lee of Eunion (S) Pte Ltd explaining his product to visitors

Trade Exhibition & Mission 2008

Name of Event	Industry Sector	City/ Country	Date	Contact Person
Arab Health 2008	Healthcare	Dubai, UAE	28 - 31 Jan	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Medical Design & Manufacturing (MD&M) West 2008	Medical Technology	Anaheim, CA, USA	29 - 31 Jan	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
MEDTEC 2008	Medical Technology	Stuttgart, Germany	11-13 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
ProPak Vietnam 2008	Packaging	Ho Chi Minh City, Vietnam	5 - 8 Mar	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
Salima 2008	F&B	Czech	4 - 7 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
The Canton Fair (SPRING 2008)	Import / Export	Canton, China	15 - 20 Apr	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
59th China International Medical Equipment Fair (CMEF) 2008	Medical Technology	Shenzhen, China	19 - 22 April	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
CosmoBeaute Vietnam 2008	Lifestyle	Ho Chi Minh City, Vietnam	25 - 28 April	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Food & Hotel Asia 2007	Food & Beverage	Singapore	22 - 25 April	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
Card Asia/ RFID World Asia 2008	RFID	Singapore	24 - 26 April	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
HOSPIMedica Sydney 2008	Medical Technology	Sydney, Australia	13 - 15 May	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Intermach 2008	Machinery	Bangkok, Thailand	14-18 May	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Semicon Singapore 08	Semiconductor	Singapore	6-8 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
MetalTech 2008	Precision	KL	7 - 11 may	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID: 6826 3079
NEPCON Malaysia 2008	Electronics	Penang, Malaysia	3 - 6 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Medical Design & Manufacturing (MD&M) East 2008	Medical Technology	New York, USA	3 - 5 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID: 6826 3079
Entech/Pollutec	Environment	Bangkok, Thailand	4-7 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Machine Tool Hanoi 2008	Machinery	Hanoi, Vietnam	5-8 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
ICA/LAB 2008	Instrumentation	KL	10 -13 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
BroadcastAsia 2008	Broadcast/Animation	Singapore Expo	17 - 20 June	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
CommunicAsia 2008	ICT	Singapore Expo	19 - 22 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
ISF 2008	Security	KLCC	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
FIREC 2008	Fire Protection	KLCC, Malaysia	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
Electric Asia 2008	Infrastructure	KLCC, Malaysia	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
Asian Securitex 2008	Security	Hong Kong	4 - 6 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
ProPak Asia 2008	Packaging	Bangkok, Thailand	13 16 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
GIMT+AMB China 2008	Machinery	Guangzhou, China	15-18 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Intermold 2008	Machinery	Bangkok, Thailand	19-22 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
M-Tech	Machinery	Tokyo, Japan	25-27 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Indo ICT Expo 2008	ICT	Jakarta, Indonesia	26 - 28 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Building M&E / Securitex & Fire	Building/FPSS	HCMC, Vietnam	17 - 19 Sept	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
Metalex Vietnam 2008	Machinery	HCMC, Vietnam	1-3 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
KIOGE 2008	Oil & Gas	Almaty, Kazakhstan	7-10 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
TATEF 2008	Metalworking	Istanbul, Turkey	14-19 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
The Big 5 Construction	Biliding & Construction	Dubai, UAE	23-27 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
INDODEFENCE 2008	Security / Defence	Jakarta, Indonesia	19 - 22 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
INDOAEROSPACE	Security / Defence	Jakarta, Indonesia	19 - 22 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
MACTECH 2007	Machinery	Cairo, Egypt	6-9 Nov	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039

Date	Name of Event	City/ State	Industry Sector	Contact	Preson
Jan-08	Business Mission to India	Hyderabad	Multi-Sectoral	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039	
Mar-08	Business Mission to Vietnam	Ho Chi Minh City & Hanoi	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019	
May-08	Business Mission to PR China	Tangshan & Tianjin, Hubei	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019	Province
Jun-08	Business Mission to Laos & Cambodia	Vientiane & Phnom Penh	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019*	
Aug-08	Business Mission to Israel	TBA	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019*	
Sep-08	Business Mission to Africa	TBA	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019*	



SMA
CENTRE FOR
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LEARNING

OCCUPATIONAL FIRST AID COURSE

TARGET AUDIENCE

Mandatory Requirement under the Workplace Safety & Health Act

Duration : 3 Days



Occupational First Aid Course is designed in accordance to the stringent guidelines set by the Ministry of Manpower. This course is intended to inform workers of the nature and types of hazards that they may be exposed to in the course of their work and measures and precautions that need to be taken to prevent accidents.

The course incorporates the theoretical and practical aspects of Occupational First Aid & CPR. Participants will be provided with all necessary course materials required.

At the end of the course, participants will sit for an assessment made up of multiple choice questions and a practical test on CPR and bandaging.

Upon completion, participants will be awarded a certificate in Occupational First Aid, valid for 2 years, accredited by Ministry of Manpower, Singapore.



COURSE FORMAT

- Full Time: 3 days (24 hours)
- Part Time: 8 sessions (3hrs per session)
- Total number of hours: 24 hours

COURSE OBJECTIVES

At the end of the course, participants will be able to:

- Perform cardio-pulmonary resuscitation
- Determine effective treatment of common occupational injuries & illnesses.
- Have a better understanding about safety and health issues
- Effectively participate in a mass casualty situation

COURSE OUTLINE

- Principles & Practice Of First Aid
- Legislation On Occupational First Aid
- Wounds, Bleeding & Shock
- An Unconscious Casualty
- Burns, Scalds & Occupational Eye Injuries
- Fractures and Soft Tissue Injuries
- Handling and Transportation of the Injured
- Breathing Difficulties
- Cardio-Pulmonary Resuscitation (CPR)
- Chemicals at Workplace
- Medical Emergencies & Major Disasters
- Reports and Record keeping
- Bandages and their applications
- Immobilization of Fractures
- Management of Foreign Body Airway Obstruction



in collaboration with :



OCCUPATIONAL SAFETY & HEALTH INSTITUTE PTE LTD

E-mail : wsh@oshi.sg TEL : 81383497 FAX : 64041924

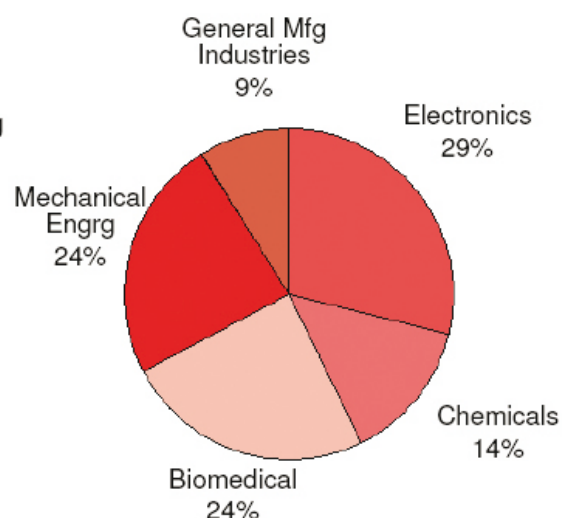
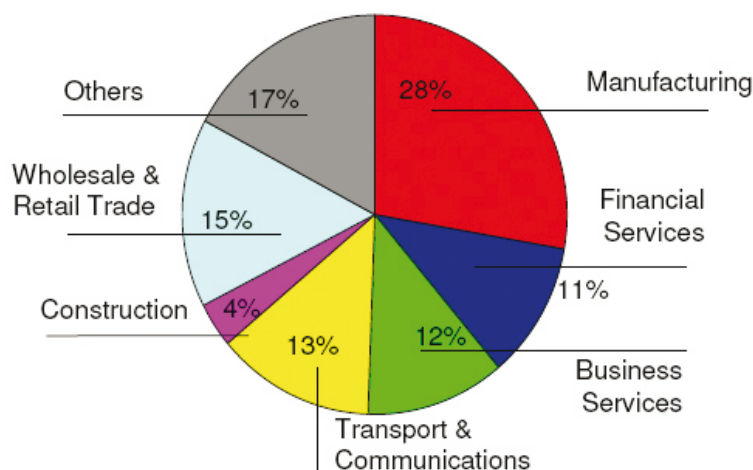
official training partner of Community Emergency Response Team, Singapore

Manufacturing is MORE THAN A QUARTER of Singapore's Economy

By Source: IE Singapore

2006 GDP: S\$210billion (US\$137b)

Manufacturing Value Added by Sector



electronics & precision engineering contributes US\$16.1b value

New Members

September 2007

Company

Aesthetics Marketing Asia Pte Ltd
 Avi-Tech Electronics Pte Ltd
 Beyonics International Pte Ltd
 Bodysense Pte Ltd
 Cavu Corp Pte Ltd
 CPV Industrial Supply Pte Ltd
 CSS Industrial Pte Ltd
 Dynatech Pumps Pte Ltd
 Ematco Industrial Pte Ltd
 Esmart Holdings Limited
 Foster Asia Pacific Pte Ltd
 Multinine Corporation Pte Ltd
 Soss Asia Pte Ltd
 Wah Joo Seng International Trading Pte Ltd
 Youcan Foods International Ltd

October 2007

Company

BSI Semiconductor (Singapore) Pte Ltd
 Doha Bank
 Excelpoint Technology Ltd
 Ges Singapore Pte Ltd
 Libra 2002 Pte Ltd
 Netiquette Software Pte Ltd
 PCA Technology Limited
 SAS Institute Pte Ltd
 Starvision Information Technology Pte Ltd

Welcome our new
SMA members (Sep/Oct)



Singapore Manufacturers'
Federation

Member's Benefits & Privileges

Manufacturing Success

- Free listing in SMa publications
- Free listing in the SMa website
- Free publications eg. Tradelink, Annual Report and bi-monthly newsletter
- Access to research reports such as country reports, manufacturing outlook, trends and issues from SMa website
- Free posting of job vacancies in SMa website
- Free admission to IE Singapore's resource centre
- Special SMa-AIA insurance schemes
- Special member's rate for business diagnostic session
 - *CEO ProAct : The Newest Business CTScan for Enterprise*
- Special member's rate on the purchase of electricity from Seraya Energy

Then, Now & Tomorrow

- 50% off seminar marketing packages
- 30% off the endorsement fees of Certificate of Origin (CO)
- Up to 34% off courier express services
- 25% off your 1st purchase with Far East Flora and 10% off on the subsequent purchase
- 10% off advertisements in SMa Connect, a bi-monthly newsletter published by SMa
- 5% rebate from SMa School of Management (SOM)
 - ranging from \$200 (Diploma) to \$2,250 (Doctor of Business Administration)
- Discount on services offered by SMa-DP Corporate Centre
- Preferential rental rates for SMa in-house facilities
- Preferential rates for seminars, conferences, workshops, training courses organised by Sma
- Subsidies under the International Marketing Assistance Programme (IMAP) from IE Singapore for approved trade fairs, missions or exhibitions organised by SMa. This subsidy can only be disbursed to participating member companies through SMa.

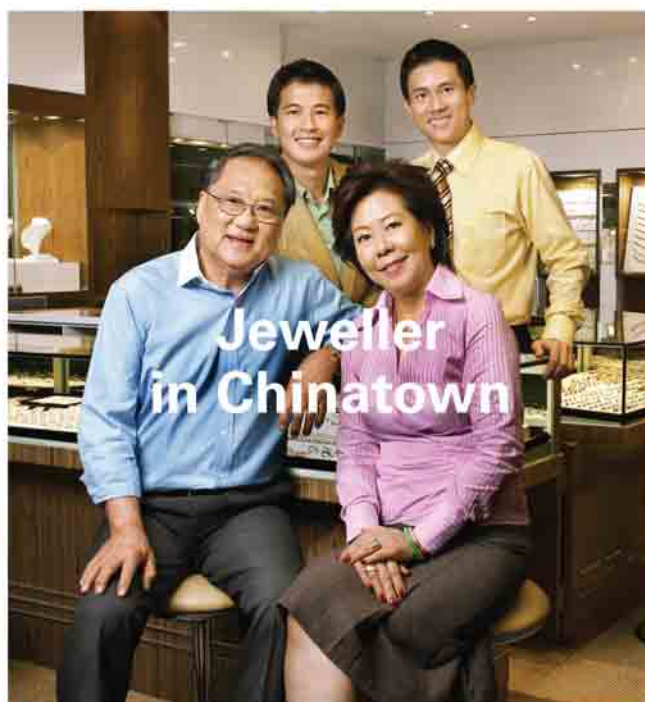
For enquiries, please contact Lyn Soon of Membership & Trade Services

Tel : 6826 3037 Fax : 6822 8328 Email : lynsoon@smafederation.org.sg

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**Electronics business
in Little India**



**Jeweller
in Chinatown**

At first sight, many businesses can appear very different.

One is an established electronics retailer. The other is a home-grown jeweller renowned for its fine craftsmanship. Yet, both are family-run businesses and third-generation stewards of longstanding enterprises. Both respect the leadership of the family elders, despite the business degree earned by the youngest in the family. With such seemingly different businesses, it might be hard to see any connection between them. At HSBC, we take the time to understand our clients' businesses, their goals and ambitions. We look beyond their financial statements to develop deep insights into both their similarities and differences, which helps us to help them manage their growth. This type of keen insight is what makes HSBC Commercial Banking a preferred partner among a wide range of businesses in Singapore. To find out more, call us on **1800 216 9008** or visit www.hsbc.com.sg/hsbc.commercial

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